

SHD2020 REPORT

11 SUSTAINABLE CITIES AND COMMUNITIES



Sustainable House Day (SHD) is the flagship event in Geelong Sustainability's event calendar. It fulfils our mission: *to empower people to protect and regenerate the planet*. It aligns with UN Sustainable Development Goal for Sustainable Cities and Communities. By showcasing exemplar sustainable homes, we help people to learn how they can live happier, healthier lives in homes that are cheaper to run, provide more thermal comfort and have lower carbon emissions.

In 2020, Geelong Sustainability (GS) coordinated its twelfth SHD with strategic support from the City of Greater Geelong and local sponsors. Seeing opportunities in challenges, we transformed SHD into a COVID-safe online event whilst retaining the important peer-peer knowledge sharing and expert advice of the traditional event.

PURPOSE & OBJECTIVES

We aim to inform and assist people who are planning a new home or looking for ways to retrofit or renovate their current home. Our event objectives include the following:

- To showcase exemplar sustainable homes in our region
- To connect people with local experts who can assist them to achieve their goals including: designers, builders, solar experts, energy efficiency & retrofitting experts etc.
- To educate people about the importance of orientation and passive solar design
- To inform people about contemporary building techniques and materials
- To promote all-electric homes and the imperative to get off gas
- To raise awareness of energy and water efficient principles and products
- To provide a forum whereby people can listen and talk to:
 - homeowners - to hear their stories and insights
 - technical experts - to hear their advice and answer their questions.

SHD OPEN HOUSES



NOTE: Use the embedded links to view the preview house tours.

- [#1 TORQUAY](#) - 2019 New Build: 8.4 star, high performance
- [#2 GHERANG](#) - 2009 New Build: 7 star passive solar, accessible
- [#3 INVERLEIGH](#) - 2019 New Build: Passive solar strawbale
- [#4 BELMONT](#) - 2012 New Build: 8.5 star, passive solar home & office
- [#5 PORTARLINGTON](#) - 2019 New Build: Passive solar zoned home
- [#6 ST LEONARDS](#) - 2020 New Build: 8.8 star passive solar, WIP
- [#7 GEELONG WEST](#) - Renovated 1940s heritage home & office
- [#8 NEWTOWN](#) - Retrofitted 1950s brick veneer home

ACHIEVEMENTS

Geelong Sustainability is proud of its achievements in our first virtual SHD program.

- We sourced 8 exemplar houses: 6 new builds, 1 renovation and 1 major retrofit.
- We developed detailed webpages for each house containing technical information, photo galleries, homeowner stories and video links.
- We created preview videos (1-1.5min) for each house plus one for the overall program.
- We launched our SHD program at an online **Green Drinks: Meet the Homeowners** event on 16 September.
- We produced 8 high quality house tour videos (8-12min) narrated by the homeowners using video and drone imagery.
- We held 8 Zoominars over 10-11 Oct weekend involved 15 homeowners, 14 experts, 30 GS volunteers and over 700 participants.
- We edited the Zoom recordings and made them available for future playback.
- We held two **Speed Date a Sustainable Expert** events on 24 and 31 October where people could book 20 minutes consultations to receive personalised advice from a panel of experts, which included: architects, designers, energy assessors, builders, solar designers/installers, window suppliers, and permaculture gardening experts.
- We created a library of online resources, **SHD Revisited**, which are now available for 24x7 access from our website at www.geelong sustainability.org.au/shd2020/.



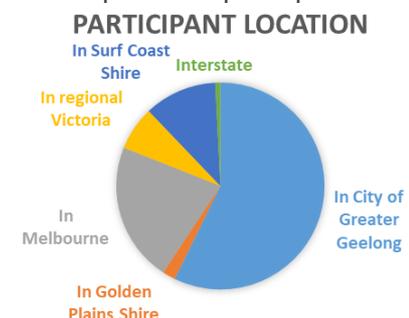
PUBLICITY FOR SHD & SUSTAINABLE HOMES

The social media publicity campaign promoted SHD both regionally and more broadly, with strong results:

- The primary 60-sec SHD Preview video had over 30,000 views.
- 90-sec House Previews videos averaged over 4000 views ~ a total of almost 31,000.
- During the period from 14 Sep to 11 Oct, posts reached almost 38,000 people on our GS Facebook page and over 74,000 people on our SHD Geelong page ~ which is a total of over 112,000 people.
- We ran adverts in the 4 weeks prior to SHD in the Times News Group papers and CoGG ran adverts in their City News section in both the Geelong Advertiser and Geelong Independent.
- All three newspapers also ran feature stories in the fortnight before SHD.
- We promoted SHD to our 3,500 subscribers via email and used our network to extend our reach.
- *The Sustainable Hour* at the Pulse recorded a special SHD show, which was then podcast.

SHD2020 EVENT DATA

- We decided to use a Zoom meeting rather than a webinar format to maximise interaction.
- The seminars were lively discussions with the homeowners, technical experts and participants.
- Over 220 people registered for the event with 40-70 logins and 60-100 participants at each session.
- Of these logins, 61% were individuals and 38% were couples.
- Over half of the participants (54%) were from Geelong and 22% were from Melbourne, which was quite but perhaps because they were still in lockdown.
- 57% of the participants had attended SHD in Geelong before but a very significant 43% of people attended because the event was online.



COMMUNITY BENEFIT

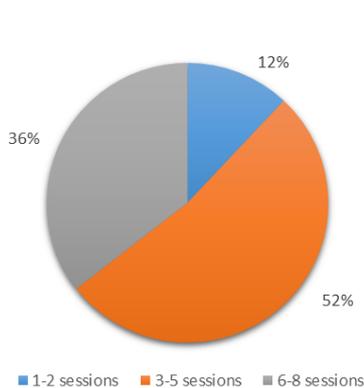
- As our social media campaign reached over 100,000 people, we know that even if people did not register for the event, our smarter homes messages were resonating across the community.
- Anyone could watch the previews videos and access free online information about living sustainably.
- Knowing many people were under financial stress, we reduced the program cost to \$10 and provided a number of free places.

PARTICIPANT FEEDBACK

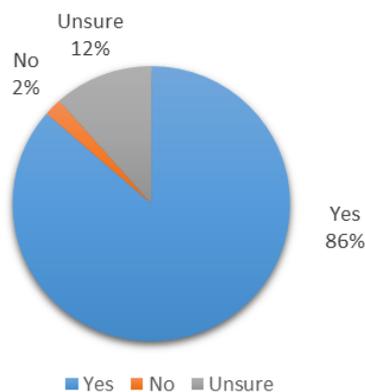
Post-event surveys often have low response rates, so this year we used the functionality within Zoom to conduct polls at the start and end of each session. The response rate was over 60%. GS was delighted with the positive feedback.

- Over one third participants attended 6-8 sessions and over half attended 3-5 sessions.
- 84% of participants rated the sessions as excellent, 15% as good and no-one was unhappy.
- 86% said they would watch the sessions again later, which confirms the value of their content.
- Overall 45% of participants rated the virtual format as better than traditional face-to-face event.
- 29% thought it replicated the traditional event well and 26% saw benefits with both formats.

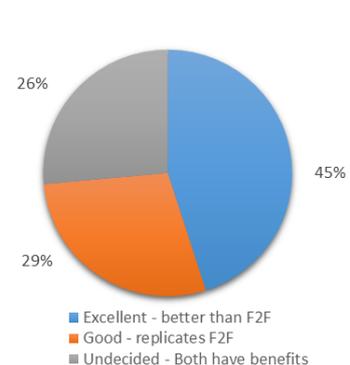
Sessions Attended



Rewatch Sessions



Feedback On Virtual Format



PARTICIPANT COMMENTS

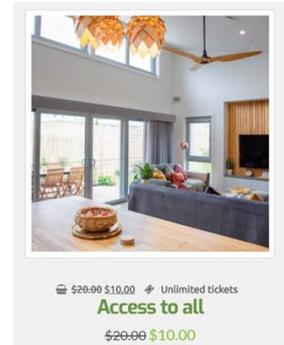
The qualitative feedback from participants and stakeholders demonstrates the event's value.

- **Ty – SHD Participant**
I just wanted to say a big "Thank-you" for running Sustainable House Day (w'end). It was excellent. A changed format but it worked really well. We are building a home next year and hope to use a lot of what we have learnt throughout. Many thanks, great effort to all involved.
- **Debbie – SHD Participant**
Thankyou Fleur, Stuart, Greg and team. Wonderful session and I look forward to listening to this one again and all the other homes that are available to us.
- **Kate – SHD Participant**
Well said Shamus on the importance of sustainability on our lives. Thanks everyone for your tour wonderful contributions - really enjoying these sessions.
- **Cherre – SHD Participant**
Thank you Gavin for opening up your home. Great practical applications and you can see the quality of planning, design and relationship with designer and builder.
- **Michelle – Speed Date Participant**
I had 2 great sessions this morning, both experts were easy to talk to and gave me lots to think about!
- **Sophie – SHD & Speed Date Participant**
Thank you very much to you and all the team for making the speed date event so easy. Twenty minutes just flew past. We are sincerely grateful for the information being shared by experts and homeowners throughout the Sustainable House events. We are in the early stages of designing a new off-grid build and the tips and advice we have collected are invaluable. We are starting from a place of knowledge and experience that would otherwise take years to research!
- **Maurice Beinat, ecoMaster – SHD Expert**
I just wanted to say thanks for including us in your event and thanks for what must have been a gargantuan effort to pull off such a wonderful SHD.
- **Rodney Thomas - Strategic Partner - Manager, Environment and Waste Services, CoGG**
Congratulations again on a fantastic event. It was so well done! Great homes, presentations and experts. Heaps of great information was delivered and the Zoom worked perfectly – interesting to see in the surveys that this was the preferred format for most. It was a really easy format for participants to ask questions after the videos and home owner story. Again - well done on delivering such a great event!

- Tracey Slatter - Event sponsor - Managing Director, Barwon Water
I agree it worked brilliantly. I was able to do some multi-tasking which made it possible for me to participate in a way that would probably not have happened if it involved actual site visits. It was good too from a Barwon Water perspective to see how well it was received and the emphasis on water efficiency (as well as energy efficiency).

ACKNOWLEDGEMENTS

- GS receives a strategic partnership grant of \$15,000 from CoGG without which we could not deliver this logistical complex event.
- This year we also received publicity support from Surf Coast Shire and Golden Plains Shire, BSWWRRG, Barwon Water and local businesses: Homes with Integrity, Belco Group and SOR Construction.
- This sponsorship enabled us to reduce entry fee to \$10 for access to all houses and we also set up a free 'payitforward' option.
- We greatly appreciate the wonderful community support and contributions to this innovative virtual event! We could not have delivered such a successful event without our homeowners, experts, volunteers, sponsors and subcontractors.



WHERE NEXT?

- Going forward, given the participant feedback, we think a hybrid approach may be "the go" in 2021.
- Post SHD, we've edited the recorded sessions and made them and all the 2020 program resources available for people to access at their convenience 24x7 indefinitely. Promoted as **SHD Revisited**, people are continuing to register, extending the event's impact.
- Knowing CoGG is also keen to work with volume builders, we intend contacting other builders in our region to encourage them to raise the sustainability of their homes.

MORE INFORMATION & LINKS

- Our GS website - www.geelongsustainability.org.au/shd2020
- Our SHD Geelong Facebook site - www.facebook.com/SHDgeelong
- Or GS Facebook site - www.facebook.com/geelongsustainability
- Our Instagram site - www.instagram.com/geelong_sustainability

MEDIA

